



# hello tomorrow

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### **What is Hello Tomorrow?**

Hello Tomorrow is a Paris-based global nonprofit on a mission to accelerate deeptech research and entrepreneurship and bring world-changing technology to commercial scale. Host of the annual Hello Tomorrow Global Challenge and Global Summit as well as accelerator and consulting programs designed to bring deeptech innovation—in healthcare, mobility, energy, aerospace, agriculture, new materials, etc.—from the lab to the market.

## **GLOBAL CHALLENGE**

### **What is the Hello Tomorrow Challenge?**

The Hello Tomorrow Global Challenge is a renowned global startup competition designed specifically to address the needs of deeptech entrepreneurs across several industries. The Challenge was created in 2013 by two PhD students Xavier Duportet and Arnaud De La Tour who realised that the resources needed to propel emerging technologies were different from those of traditional web and mobile innovation.

The Challenge gives scientists and deeptech entrepreneurs around the globe a platform for their research and projects, providing participants with equity-free funding, global visibility and

connections with key players in the deeptech innovation network and other fellow entrepreneurs. To date, previous early-stage participants have raised more than \$240 million in funding. The applications open on June 4th and are open until September 14th. The Grand Finals will be held in Paris on March 13-15th during the Hello Tomorrow Global Summit.

### **Who is eligible?**

You are eligible if:

- Your activity is based on a new technology or an innovative application of an existing technology.
- You have a proof of concept, a prototype, a scientific validation of your claim, or are in the process of producing one.
- Your team is made up of two persons or more.
- Your project is not part of a larger company.
- Your project/startup is in early-stage (up to series A)
- You foresee an economically viable application on the market within 15 years.
- Your project has the potential to have a strong impact on the industry you target, and on society or the environment in general.

### **Do I have to be incorporated to apply?**

Projects don't have to be incorporated to apply to the competition but they should have clear development plans and goals. In fact, 40% of the applicants from previous editions were not incorporated.

In the case that a non-incorporated project wins the competition, no funds will be transferred until the company is incorporated.

### **What are the verticals/tracks concerned?**

There are 12 tracks this year: Data & AI, Energy, Food, Agriculture & Environment, Wellbeing, Digital Health, Global Health, Biotech, Industry 4.0, New Materials, Mobility, Aeronautics, New Space.

### **What if my project fits more than one track?**

It's up to you to select the track you think you would have the best chance of winning. In the case that the judging committee strongly believes that your project fits better in another track, we will suggest that you change track.

### **What are the awards of the Hello Tomorrow Global Challenge?**

- The Top 500 most promising startups will be selected by Hello Tomorrow and are invited to the Hello Tomorrow Summit to interact with sector specific and invite-only investors, top executives, accelerators and fellow founders. They are also invited to the Investor Day, for one-on-one meetings with 200 top-tier VCs, which will take place the day before the Summit.
- 70 finalists (around 6 finalists per track) will have the opportunity to pitch in front of a 200 select audience, competing for the 15k€ prize per track.
- The grand winner, selected among track winners, will be awarded 100k€ (15k€ + 85k€).

### **What is the selection process of the Hello Tomorrow Challenge?**

The judging phase will take place in 3 distinctive steps. Applicants will be informed of the progress at each step.

(1) Top 500 selection – The Hello Tomorrow judging committee will select the 500 best startups based on the quality of their online application.

(2) Finalists – The judging committee will select around 7 startups per track. These finalist startups will be invited to pitch for finales at the Summit.

(3) Track winners - A judging committee made up of investors, corporates, scientists and other experts in their field will select the track winners after their pitches at the Hello Tomorrow Global Summit in Paris.

### **Who will judge the projects and how?**

Applications will be reviewed by volunteer expert judges (investors, entrepreneurs, executives, researchers and other experts in their field) who will analyse all applications working under NDAs. For the Grand Finale, taking place during the Hello Tomorrow Global Summit, a list and profile of the judges will be published online and made accessible to contestants prior to the event.

The applications will be judged according to the following criteria:

**Innovation:** The company must develop a product/service based on a new technology or an innovative application of an existing technology.

**Potential impact:** The company must have the potential to make a substantial long-term impact on business and/or society.

**Leadership:** The company must have visionary leadership with the capabilities to drive the company towards success.

**Viability:** The company should have well-formulated plans for developments and goals and a sustainable business model

During the Grand Finale the Hello Tomorrow Challenge judging committee will rate and select projects based on the quality of the pitch and the complementary information provided by the startups after the first selection rounds (1 page summary & pitch deck).

### **How is the HT Global Challenge different from other startup competitions and events?**

We designed the Global Challenge specifically for deeptech projects and startups, to acknowledge that the needs and resources needed for deep technologies were different from those of digital startups. At the Summit, you'll meet experts in science and technology, including investors, executives, entrepreneurs and potential customers brought under one roof, who have a solid understanding of the needs and potential impact of new solutions and want to be part of the deep technology transfer.

Contrary to local challenges, it provides a platform for global visibility, ranking early-stage startups and the connections you can make at the Hello Tomorrow Summit (3,000 attendees from 110+ countries in 2017). The Summit is invite only and the Challenge gives you an opportunity to be part of the deeptech network.

Hello Tomorrow is a non-profit organisation run by a group of young, passionate people who basically just *really* love deep technology and want to see you get your innovation into the world!

### **Do I have to pay for the Challenge? Will I be engaged with Hello Tomorrow or a third party if I participate?**

Entries to the Hello Tomorrow Challenge are entirely free, and don't engage applicants in any way. Hello Tomorrow does not require any action from the applicants aside from the application material, and does not claim any kind of decision, power or take any equity.

### **Is my information confidential?**

The information you provide on your application will only be available to the following individuals:

- Hello Tomorrow and our IT team (to manage the application platform)
- Our volunteer expert jury members (to judge your application)
- Our corporate partners (to look for potential collaboration)

They all sign a Non-Disclosure Agreement, available upon request.

However, if you believe some information might be too sensitive (because of a pending patent for example), we advise that you get legal advice from someone within your institution. If you do not have access to legal counsel, don't hesitate to send us an email.

### **When will I know if I'm selected?**

Top 500 startups, which are invited to the Summit will be notified on October 24th. The finalist will be announced January 8th.

## LOCAL FINALS

The Global Challenge is open to projects and startups from any country.

### **Why are you only organizing Local Finals in a few countries?**

We are currently developing our network of local hubs around the globe and have been previously organizing local competitions to empower entrepreneurs at a local level, helping to provide opportunities for startups within their own ecosystem. This year, we decided to have these local challenges integrated into the Global Challenge, as Local Finals.

For future editions, as we develop our global network, we'll be organizing more Local Finals in more countries. Our goal is to have every country covered by a Local Final by 2020.

### **Which countries will host a Local Final?**

The following countries will be hosting Local Finals:

- **Japan** - open to projects/startups based or incorporated in Japan
- **Turkey** - open to projects/startups based or incorporated in Turkey
- **Pakistan** - open to projects/startups based or incorporated in Pakistan
- **Singapore/Southeast Asia** - open to projects/startups based or incorporated in Singapore, Malaysia, Indonesia, Thailand, Philippines, Cambodia, Vietnam and Hong Kong
- **Ghana/Africa** - open to projects/startups based or incorporated in any African country

### **There is a Local Final organized in my country/region. What does it mean?**

If your team is based in country covered by a Local Final, you'll have the opportunity to meet potential partners, investors and the local deeptech community, win your return trip to Paris for the Global Summit in March 2019 and other prizes as well (check your Hello Tomorrow Local Hub website for more information).

### **There is no Local Final in my country, can I still apply to the Global Challenge? How will this affect my application?**

If your team is not based in a country covered by a Local Final, don't worry! It won't affect your application to the Global Challenge and you still have just as much chance of being selected as one of our Top500 or even finalists, and will enjoy the full experience of the Global Challenge and Global Summit!

### **How do I apply to the Local Final in my country/region?**

It's easy! In the Global Challenge application form, when you select your country, an additional question will appear asking you to confirm that you wish to apply to the Local Final. Just fill out the rest of the form and submit your application!

### **Can I apply to the Local Final without applying to the Global Challenge?**

No, you can't. But why would you? Winners of the Local Finals even get their flight tickets to Paris sponsored to attend the Global Summit in Paris!

**Is it mandatory to participate in the Local Final if one is organized in my country/region?**

No, and it won't affect your application. But you'll be missing out on amazing extra opportunities!

## **GLOBAL SUMMIT**

**What is this Hello Tomorrow Summit?**

The Hello Tomorrow Global Summit is the first global event dedicated to scientists and deeptech founders in every industry. This is where finalists will pitch in front of an audience of 300 people and an expert jury to compete to win their track and be in with a shot of winning the Grand Prize. There is also a full program, including Keynotes from leaders in science and technological innovation, expert panels discussing issues around technology and interactive learning sessions aimed at early-stage startups to share best practices and advice on how to advance your company.

**Who will attend the Summit?**

The Summit brings together 3,000 of the most prominent leaders in emerging technology. This unique group of curated participants include investors, founders, top executives, scientists & other academics, policy makers, PHD students and journalists. While some tickets to the Summit will be for sale, the majority of attendees will have been carefully invited and selected by Hello Tomorrow for their ability to bring expertise to one or several of the industrial sectors represented by the Challenge's tracks.

**Do startups which are participating in the Challenge need to pay tickets to attend the Summit?**

Top500 startups do not have to pay to attend the Summit including the Investor Day. However, Top500 startups that want to attend the event in Paris have to pay a deposit of 150€ per ticket which is reimbursed when showing up at the Summit. The reimbursement will take place within one week after the Summit. Participating startups that did not make it into the Top500 but nevertheless would like to attend the event in Paris have to pay their tickets.

**Does Hello Tomorrow pay for travel expenses for foreign startups coming to the Summit?**

As a nonprofit, we cannot cover travel costs for over 500 startups. Applicants are thus responsible for travel or accommodation expenses.

We understand that the cost associated with travelling to Paris can be significant. However, we've seen from previous editions that startups truly benefit from the Summit due to the visibility they get from interacting with top-level executives and selected investors from their industry.